

ABSTRACT

This study is intended to analyze the effect of service quality, price perception and brand image on the satisfaction of online transportation customers in DKI Jakarta. The design of this study is a quantitative method. The sampling method used was purposive sampling. The population of this study was customers of online transportation users, namely 130 respondents located in DKI Jakarta. The analytical method used in this study is Structural Equation Model (SEM) with Lisrel software version 8.80. The results showed that service quality had a significant and positive influence on customer satisfaction, price perception had a significant and positive influence on customer satisfaction, brand image had no significant and positive effect on customer satisfaction.

Keywords: Service quality, Price Perception, Brand Image, Customer Satisfaction



ABSTRAK

Penelitian ini dimaksudkan untuk menganalisis pengaruh kualitas pelayanan, persepsi harga dan citra merek terhadap kepuasan pelanggan transportasi *online* di DKI Jakarta. Desain penelitian ini adalah metode kuantitatif. Metode sampling yang digunakan adalah purposive sampling. Populasi penelitian ini adalah pelanggan pengguna transportasi *online*, yaitu 130 responden yang berlokasi di DKI Jakarta. Metode analisis yang digunakan dalam penelitian adalah Structural Equation Model (SEM) dengan software Lisrel versi 8.80. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh signifikan dan positif terhadap kepuasan pelanggan, persepsi harga berpengaruh signifikan dan positif terhadap kepuasan pelanggan, citra merek tidak berpengaruh signifikan dan positif terhadap kepuasan pelanggan.

Kata kunci: Kualitas pelayanan, Persepsi Harga, Citra Merek, Kepuasan Pelanggan.

